

# ABSTRACT OF THE DISCLOSURE

A display device includes a display panel including a plurality of pixels provided in matrix; a source driver for sequentially driving, in a vertical direction, each pixel line provided along a horizontal direction, the source driver causing the display panel to display an image that is in accordance with display data; gradation display reference voltage generating circuits for generating reference voltages that represent multiple gradations, the reference voltages being used for displaying the image in the multiple gradations; a  $\gamma$ -correction adjustment section for adjusting the reference voltages so as to perform  $\gamma$ -correction of the display data; and a control section for controlling the  $\gamma$ -correction adjustment section so as to change the reference voltages on which the  $\gamma$ -correction has been performed, the control section decreasing display unevenness between pixels that are adjacent to one another. The display device can have a large display screen and can prevent cost increase.